

ORDER



KSDK

Orders
Order / Rev: 712280
Alt Order #: 06308366
Product Desc: AKIN FOR SENATE
Estimate: 2666
Flight Dates: 09/10/12 - 09/14/12
Original Date / Rev: 09/10/12 / 09/10/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 432065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Akin,T/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 08/27/12 | 09/14/12 | 12 | \$11,625.00 | \$9,881.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|-------------------|-------------|
| September 2012 | 12 | \$11,625.00 | \$9,881.25 | 0.00 |
| Totals | 12 | \$11,625.00 | \$9,881.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristin Waskie | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------------------------|-------------------|-------------------------------|-------------|---------------|-------|------------|-----|------|--------|-------|-------------|
| 1 | KSDK | 09/10/12 | 09/14/12 | M-F 6-7A 6-7a | CM | 6-7A | M- TF- - | :30 | 3 | \$675.00 | P-2 | 0.00 | NM | 3 | \$2,025.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | M- TF- - | 3 | | \$675.00 | 0.00 | | | | | | | |
| 2 | KSDK | 09/10/12 | 09/14/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | M- WTF- - | :30 | 4 | \$900.00 | P-3 | 0.00 | NM | 4 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | M- WTF- - | 4 | | \$900.00 | 0.00 | | | | | | | |
| 3 | KSDK | 09/10/12 | 09/14/12 | LN (M-F) LN (M-F) | CM | 10-1035p | M- WTF- - | :30 | 4 | \$1,200.00 | P-3 | 0.00 | NM | 4 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | M- WTF- - | 4 | | \$1,200.00 | 0.00 | | | | | | | |
| E 4 | KSDK | 09/10/12 | 09/14/12 | M-F 5P News Nightly News Adj. | CM | 528-530p (5:28 PM-5:30 PM) | M- WTF- - | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | M- WTF- - | 1 | | \$1,200.00 | 0.00 | | | | | | | |
| | | | | | | | | | | | | | Totals | 12 | \$11,625.00 |